

File copy  
11/30/53

# fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

january	february	march	april
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## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, NOVEMBER 30, 1953</u>			
Monday Nov. 30 12:30 P.M. Luncheon	"BLUE ROOM" FASHIONS AT LUNCHEON SHOW Showing of Hattie Carnegie's Resort, Cruise and Spring "Blue Room" fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Hattie Carnegie Contact: Irving Karshin, PL. 5-2600. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	HATTIE CARNEGIE	WALDORF-ASTORIA EMPIRE ROOM
Monday Nov. 30- Dec. 1 12:30 P.M.	AT-HOME FASHIONS FOR TELEVIEWING A & S will show hostess gowns and dressy lounge fashions for TV viewing. Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200.	ABRAHAM & STRAUS (BROOKLYN)	2ND FLOOR
Monday Nov. 30 4:00 P.M.	SPRING & SUMMER 1954 SHOE FASHIONS "Pederama"--The Popular Price Shoe Show of America will present a special industry showing of Spring-Summer 1954 shoes for men, women and children. By invitation only, for the press. <u>Trade showing Sunday, Nov. 29 at 4:00 P.M.</u> Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER GRAND BALLROOM
Monday Nov. 30 6:00 P.M.- 7:00 P.M. Cocktails	HOLIDAY FASHIONS AT COCKTAIL SHOWING Showing of holiday fashions by Mr. Mort, designed by Betty Carol, during cocktail hour. Press invited. Public by reservation. Contact: Claire Muller at Hotel Madison, EL. 5-5000.	MR. MORT, INC.	HOTEL MADISON CAFE MADISON
Monday Nov. 30 6:30 P.M.- 8:30 P.M.	NINTH SESSION: FASHION TRAINING COURSE Subject: "Editorial"--Magazines, Newspaper. Speakers: Jessica Daves of Vogue; Virginia Pope of The New York Times; Nancy White of Good House-keeping. Fee: \$2.00 per lecture. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 WEST 57TH STREET
Monday Nov. 30 9:00 P.M. Dinner- Dance	"BLUE COTILLION"-- ANNUAL FASHION SHOW Midnight fashion show by leading designers: Pierre Balmain, Nettie Rosenstein, Philip Mangone, Oleg Cassini, Philip Hulitar, Monte Sano, Maurice Rentner, Ceil Chapman, Pauline Trigere, Ben Reig, Patullo-Jo Copeland, Grabois, Hannah Troy, Varden Petite, Edith Small, Nancy, Inc., Muriel King, Cotillion Formals, Garland Faulkner, Eloise Originals. <u>Jewelry:</u> Harry Winston. <u>Gloves:</u> Wearight. <u>Shoes:</u> Herbert Levine. <u>Hosiery:</u> Christian Dior. <u>Hats:</u> Chanda. <u>Coiffeurs:</u> Victor Sabatino of Tailored Woman. <u>Furs:</u> Maximilian. <u>Flowers:</u> Kathryn Churchill. Tickets: \$25.00 (benefit of J.O.B.--for securing employment for the handicapped.) Contact: J.O.B., 270 Park Ave., PL. 3-5847. Pierre Fashion Show Director: Nola Luxford. J.O.B. Publicity: Mollie Baldwin, LE. 2-4280.	J.O.B. (JUST ONE BREAK)	HOTEL PIERRE COTILLION ROOM



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Nov. 30	MODERN & ANTIQUE DOLL COLLECTIONS The old and the new in doll collections--antique dolls and modern couturier designs at Martin's. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	DOLL HOUSE FUR STORAGE BLDG.
Monday Nov. 30- Dec. 5	PAGEANTRY COLORS IN FORSTMANN'S MURALS Medieval costume paintings in a new bejewelled technique by Ted Draz, which set the 1954 Winter color theme for Forstmann's latest fabrics. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET

Beginning Monday Nov. 30	SPECIAL CHRISTMAS SHOPPING SCHEDULES	RETAIL STORES	N.Y. CITY, NEWARK, BROOKLYN, QUEENS
	Retail stores will have the following shopping hour schedules for X'mas. Regular closing hours on Saturdays, unless indicated.		
	<u>STORE</u>	<u>BEGINNING</u>	<u>HOURS</u>
	ABRAHAM & STRAUS (Bklyn)	Dec. 2 . . .	9:30 A.M. to 9:00 P.M.
	L. BAMBERGER (Newark)	. . . Dec. 7 . . .	9:45 A.M. to 9:00 P.M.
	BLOOMINGDALE'S . . . . .	Nov. 30 . . .	9:30 A.M. to 9:00 P.M.
	BOND'S . . . . .	Dec. 7 . . .	9:45 A.M. to 9:00 P.M.
	FRANKLIN SIMON . . . . .	Dec. 7 . . .	9:30 A.M. to 9:00 P.M.
	GERTZ (Long Island) . . . .	Nov. 28 . . .	9:30 A.M. to 9:30 P.M.
	GIMBELS . . . . .	Nov. 30 . . .	9:30 A.M. to 9:00 P.M.
	LANE BRYANT . . . . .	Dec. 7 . . .	9:45 A.M. to 9:00 P.M.(incl. Sat.)
	MACY'S . . . . .	Dec. 7 . . .	9:45 A.M. to 9:00 P.M.(incl. Sat.)
	MARTIN'S . . . . .	Dec. 3 . . .	9:30 A.M. to 9:00 P.M.
	NAMM-LOESER'S (Bklyn) . . .	Nov. 30 . . .	9:30 A.M. to 9:00 P.M.
	OPPENHEIM COLLINS . . . . .	Dec. 7 . . .	10:00 A.M. to 9:00 P.M.
	RUSSEKS FIFTH AVENUE . . . .	Dec. 7 . . .	10:00 A.M. to 9:00 P.M.
	SAKS FIFTH AVENUE . . . . .	Dec. 14 . . .	9:30 A.M. to 9:00 P.M.
	SAKS 34TH STREET . . . . .	Dec. 3 . . .	9:30 A.M. to 9:00 P.M.(8 P.M. Sat.)
	STERN'S . . . . .	Nov. 30 . . .	9:45 A.M. to 9:00 P.M.
	WANAMAKER'S . . . . .	Nov. 30 . . .	9:30 A.M. to 9:00 P.M.(Tue.Th.Sat.)

Tuesday Dec. 1 11:00 A.M.	PRESS PREVIEW OF NEW ACCESSORIES Preview of accessories for Christmas gifts at a showing for the press. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
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Tuesday Dec. 1 12:00 Noon Luncheon	PREVIEW OF SPRING LINGERIE AND HOSIERY Luxite Lingerie and Hosiery for Spring and Summer, 1954 fashion presentation and luncheon. By invitation only. Publicity: Rita Lysen, c/o Daniel J. Edelman & Assoc., 440 Merchandise Mart, Chicago 54, Ill. Contact: George M. Hawes, 330 Fifth Avenue, PE. 6-6656.	LUXITE LINGERIE AND HOSIERY	STORK CLUB 3 EAST 53RD STREET
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Tuesday Dec. 1 4:30 P.M.- 6:30 P.M.	WINE TASTING FOR THE PRESS Bloomingdale's will invite food editors to an Italian wine tasting preview. By invitation. Publicity: Alice Hutton, EL. 5-5900, Ext. 445.	BLOOMINGDALE'S	HOTEL PLAZA BAROQUE SUITE
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Wednesday Dec. 2 9:30 A.M. Breakfast	PRESS PREVIEW OF NEW SHOWROOMS Opening of new offices and showrooms of D. Lisner & Co., created by Tom Lee of Tom Lee, Ltd. Showing of new Spring and Summer jewelry line. Press by invitation. Publ.: Jane Scriven, PL. 7-8290.	D. LISNER & CO. AND TOM LEE	393 FIFTH AVENUE SHOWROOM
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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Dec. 2 12:30 P.M. Luncheon	CAROLYN SCHNURER'S FASHIONS AT LUNCHEON Saks Fifth Avenue, in cooperation with "Holiday" Magazine, will present Carolyn Schnurer's Cruise and Resort fashions during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Saks 5th Avenue Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	SAKS FIFTH AVENUE	HOTEL PIERRE COTILLION ROOM
Wednesday Dec. 2 12:30 P.M. Luncheon	SHOWING OF CEIL CHAPMAN RESORT FASHIONS Ceil Chapman's Resort collection, available at Bonwit Teller, will be shown during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Chapman Publicity: Alto Schiffrine, LA. 4-5800. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	SAMUEL CHAPMAN, INC. (530 SEVENTH AVENUE)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Dec. 2 3:00 P.M.- 7:00 P.M.	FRENCH PROVINCIAL BEDROOM FURNITURE Preview of new designs in French Provincial headboards and bedroom furniture. By invitation only. Publ.: Maurice Murray at Jamian Advg., WO.2-6020.	VANGUARD FURNITURE MANUFACTURERS	138 EAST 60TH ST. SHOWROOM
Thursday Dec. 3 9:00 A.M. Coffee	INFANTS' & CHILDREN'S KNIT FASHIONS FOR SPRING Spring preview of Carter's infants' knit underwear, sleepwear, creepers, topper sets, dresses; and children's knit underwear and sleepwear. <u>Showing at 9:30 A.M.</u> By invitation. Publicity: Lois Gifford, BBD&O, EL. 5-5800.	THE WILLIAM CARTER CO.	100 PARK AVENUE SHOWROOM-23RD FLOOR
Thursday Dec. 3 9:00 A.M.- 11:00 A.M. Breakfast	"DECORATING IS A FAMILY AFFAIR" Breakfast showing of the new 1954 Waverly Spring collection of home fabrics, presenting six room settings styled by Martha Beha, promotion manager. Color theme is "Pastels for Spring." Publicity manager for Waverly: Gertrude Ross. By invitation only. Contact: Philip Schuyler or Ruth Maybank, LE. 2-7800 or MU. 3-7950.	WAVERLY FABRICS DIV., F. SCHUMACHER & CO.	60 WEST 40TH ST. SHOWROOM-10TH FLOOR
Thursday Dec. 3 11:00 A.M.	PRESS PREVIEW OF CRUISE FASHIONS Ohrbach's will present a press showing of separates, swimsuits, and dresses in their Cruise Shop. By invitation. Publ.: Mark Klauser, SP. 7-9000.	OHRBACH'S	3RD FLOOR CRUISE SHOP
Thursday Dec. 3 12:00 Noon Luncheon	HAND-CROCHETED HATS, ACCESSORIES, SEPARATES John Dritz & Sons, art needlework producers, will invite buyers and press to a showing of their hand-crocheted Spring collection of millinery, accessories, and separates. By invitation only. Dritz Contact: Ruth Brockley, WA. 4-0400. Fashion Show Publ.: Maud G. Moody, 347 Fifth Ave., LE. 2-5562.	JOHN DRITZ & SONS (1115 BROADWAY)	HOTEL VANDERBILT PARK AVENUE ROOM
Thursday Dec. 3 1:00 P.M. Luncheon	PIERRE BALMAIN FASHIONS AT LUNCHEON SHOW De Pinna will present Resort and Winter fashions by Pierre Balmain during luncheon. ( <u>Note Change of Date</u> ). Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. De Pinna Publicity: Gene Loyd, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Dec. 3 2:30 P.M.; 5:30 P.M.	LESLIE FAY SPRING FASHION SHOW A & S will hold two customer showings of special occasion and early Spring fashions by Leslie Fay. Open to public. Press invited. Publicity: Frances Bemis, Feature Events, TR. 5-7200.	ABRAHAM & STRAUS (BROOKLYN)	3RD FLOOR
Thursday Dec. 3 3:00 P.M.- 6:00 P.M. Cocktails	RESORT AND SPRING HANDBAG SHOWING The Walborg Corp., importers of bags and specialties, will show their Resort and Spring collections at an open house in their new showroom. For press and buyers, by invitation. Contact: MU. 3-0661. Publicity: Jonni Walker, 26 East 68th Street, RE. 7-5779.	WALBORG CORP.	149 MADISON AVENUE SHOWROOM - 8TH FLOOR
Sunday Dec. 6- Dec. 10	DISPLAY MARKET WEEK IN NEW YORK Showing of Spring and Easter display products. Contact: Nat'l. Ass'n. of Display Industries, 203 N. Wabash Avenue, Chicago, Illinois.	NATIONAL ASS'N OF DISPLAY INDUSTRIES	HOTEL NEW YORKER
Dec. 7	PEARL HARBOR DAY (Monday).		
Monday Dec. 7 7:00 P.M. Cocktails; 7:30 P.M. Dinner	HONOR DINNER FOR "KEY WOMEN OF THE YEAR" The Fashion Division of the Federation of Jewish Philanthropies of New York will give a dinner to honor Mme. Vijaya Lakshmi Pandit, "Woman of The Year"; also, Miss Imogene Coca, Miss Agnes De Mille, Mrs. Jennie Grossinger, Mrs. Lytle Hull, "Key Women of The Year," and Tobe. Co-chairmen for dinner: Nettie Rosenstein and Ann Goodman Farber. Price: \$7.50. Contact: Fashion Division of Federation, 71 W. 47th St., PL. 7-5700.	FEDERATION OF JEWISH PHILANTHROPIES OF N.Y.	WALDORF-ASTORIA STARLIGHT ROOF
Week Of Dec. 7	SPRING MILLINERY WEEK IN LOS ANGELES Contact: 811 So. Spring St., Los Angeles, California.	CALIFORNIA MILLINERY GUILD	INDIVIDUAL MEMBERS' SHOWROOMS
Tuesday Dec. 8 12:15 P.M. Luncheon	ANNUAL MEETING: PROGRAM COMMITTEE LUNCHEON Subject: "Do You Want To Keep More of The Money You Earn? Income Tax -- Social Security -- Unfair to Women!" Speakers: The Hon. Kenneth B. Keating, member of Congress; Helen Valentine, editor-in-chief of "Charm" Magazine. Chairman of Program Committee: Muriel Johnstone. Christmas gifts for Children's Aid Society will be collected. Price: \$4.00 for members; \$4.25 for guests. Contact: The Fashion Group, Inc., CI. 7-3940. Publicity: Ruth Hammer Associates, 2 West 59th Street, EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BELVEDERE ROOM
Tuesday Dec. 8 12:30 P.M. Luncheon	RESORT FASHIONS AT LUNCHEON SHOW Luncheon showing of Arnold Constable's Resort fashions. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Tuesday Dec. 8 4:00 P.M. Cocktails	PREVIEW OF KHAKI & COTTON RESORT FASHIONS Galey & Lord's "Cotton Futures", spotlighting G.I. Khaki, and featuring Resort fashions from leading European and American designers. Showing at 4:30 P.M. By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	GALEY AND LORD	SHERRY NETHERLAND BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Dec. 9 12:30 P.M. Luncheon	RESORT FASHIONS AT LUNCHEON SHOW Showing of Claire McCardell's Resort and Spring collection during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE.8-8000. McCardell Contact: LO. 4-2155. Pierre Fashion Dir.: Nola Luxford, TE.8-8000.	CLAIRE MCCARDELL (TOWNLEY FROCKS)	HOTEL PIERRE COTILLION ROOM
Wednesday Dec. 9 12:30 P.M. Luncheon	RESORT FASHIONS DURING LUNCHEON Russeks will present Cruise and Resort fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Russeks Publicity: Florence Lord, WI. 7-1900. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Dec. 9 4:00 P.M. Cocktails	TURKISH-INSPIRED FASHIONS BY CAROLYN SCHNURER Turkish Reception with a private showing of the Resort collection designed by Carolyn Schnurer, inspired by her trip to Turkey. Also, presentation of the Everglaze fellowship to the R.I. School of Design for a Turkish student. Admittance by invitation only. Fashion information for Turkish collection: Mrs. D. J. Todd at Peck & Peck, OR. 3-4700.	MR. NURI EREN, DIR., TURKISH INFO. OFFICE	345 EAST 46TH STREET CARNEGIE BUILDING
Advanced Dec. 10	THE PIERRE BALMAIN-DE PINNA LUNCHEON FASHION SHOW, ORIGINALLY SCHEDULED FOR DEC. 10, HAS BEEN ADVANCED TO THURSDAY, DEC. 3, AT 1:00 P.M. (See Page 3).		
Wednesday Dec. 16 12:30 P.M. Luncheon	FASHIONS FOR RESORT AT LUNCHEON SHOWING Cabana's Resort fashions, available at Bonwit Teller, will be shown during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Cabana contact: CH. 4-4575. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	CABANA BEACHWEAR CO. (1410 BROADWAY)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Dec. 16 4:30 P.M.- 7:00 P.M. Cocktails	PRESS SHOWING OF POTTERY DESIGNS Showing of table settings by Red Wing Potteries, previewing their January Pittsburgh display. By invitation only. Publicity: Lillian Weiss, Jamian Adv., 30 Vesey St., WO. 2-6020.	RED WING POTTERIES	HOTEL DORSET CHIPPENDALE SUITE
Dec. 25	CHRISTMAS DAY (Friday).		
Jan. 1	NEW YEAR'S DAY (Friday).		
Monday Jan. 4 4:00 P.M.	SPRING MILLINERY FORUM & MEETING Annual forum of the MMEA with fashion, merchandising and business experts discussing millinery trends, problems and developments. Director: Virginia Pope. By invitation only. Contact: Ruth Weintraub, PL. 3-2116.	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	SAVOY PLAZA HOTEL ROSE ROOM
Beginning Monday Jan. 4	OPENING OF SPRING HANDBAG LINES Industry-wide opening of Spring 1954 handbag collections on first "permanent" opening date basis. Spring handbag openings will henceforth always begin the first Monday after New Year's Day. Showings of their complete collections will be held in individual members' showrooms. Publicity: Ruth Lundgren, 244 Madison, MU. 6-0686.	NATIONAL AUTHORITY FOR LADIES' HANDBAG INDUSTRY	INDIVIDUAL SHOWROOMS



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 5 9:30 A.M. Breakfast	PRESS PREVIEW OF SPRING MILLINERY Irene of New York will present her Spring millinery to the N.Y. press and buyers. By invitation. Publ.: Maud G. Moody, 347 Fifth Ave., LE. 2-5562.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Tuesday Jan. 5 12:30 P.M. Luncheon	PRESS PREVIEW OF BOYS' FASHIONS Cluett, Peabody & Co. will invite the press to a luncheon preview of their first line of boys' wear, introducing their entrance into the boys' wear field. By invitation only. Publicity: Gertrude Dale, at Young & Rubicam, MU. 9-5000, Ext. 425.	CLUETT, PEABODY & CO. (10 EAST 40TH STREET)	HOTEL PLAZA BALLROOM
Tuesday Jan. 5 7:00 P.M. Dinner	SPRING MILLINERY FASHION SHOW Semi-annual millinery fashion show for trade and press. By invitation only. Contact: Millinery Stabilization Commission, LO. 4-7800.	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL ASTOR GRAND BALLROOM
Wednesday Jan. 6 9:30 A.M. Breakfast	PRESS SHOWING OF SPRING MILLINERY Presentation to N.Y. press and buyers of Laddie Northridge's Spring millinery collection. By invitation. Publ.: Maud G. Moody, LE. 2-5562.	LADDIE NORTHRIDGE (16 WEST 57TH ST.)	HOTEL PIERRE COTILLION ROOM
Wednesday Jan. 6 11:00 A.M.	PREVIEW OF SPRING HAT COLLECTION Walter Florell will present his Spring millinery collection to the N.Y. fashion press. By invitation only. Publicity: Donna Cannon, MU. 7-5447.	WALTER FLORELL	29 EAST 53RD STREET SALON
Thursday Jan. 7 10:00 A.M. Breakfast	SPRING MILLINERY AT PRESS SHOWING Showing of Sally Victor's Spring millinery collection to the N.Y. fashion press. By invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Thursday Jan. 7 5:30 P.M.	FASHION SHOW WITH "MADEMOISELLE" MAGAZINE Jay Thorpe's Spring fashions shown in conjunction with "Mademoiselle" Magazine, with fashion editor Edith Raymond as commentator. Open to public. Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	2ND FLOOR
Friday Jan. 8 9:30 A.M. Breakfast	PRESS SHOWING OF HATS FOR SPRING Emme will invite the press and buyers to a preview of her Spring millinery collection. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	EMME (26 E. 56TH ST.)	PLACE TO BE ANNOUNCED
Jan. 10- Jan. 14	FOURTH SEMI-ANNUAL WOMEN'S SPORTSWEAR SHOW AT HOTEL NEW YORKER. Contact: Arthur Tarshis, 12 West 72nd Street, TR. 3-7128.		
Monday Jan. 11- Jan. 14	"CHARTING RETAILING'S COURSE FOR '54" NRDGA's 43rd Annual Convention. Contact: Robert J. Mayer, CH. 4-8780.	NATIONAL RETAIL DRY GOODS ASS'N	HOTEL STATLER
Tuesday Jan. 12 9:30 A.M. Breakfast	MILLINERY PREVIEW FOR PRESS AND BUYERS Beatrice-Martin will present her Spring millinery collection to the N.Y. press and buyers. By invitation. Publicity: Maud G. Moody, LE. 2-5562.	BEATRICE-MARTIN (16 WEST 57TH ST.)	HOTEL PLAZA WHITE & GOLD SUITE



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 12 7:30 P.M. Dinner	FASHION SHOWING OF DAYTIME DRESSES "Daytime Dresses in 3D"--theme of the 20th annual fashion show of the National Association of House Dress Manufacturers, highlighting the day-time dress industry's market week, which begins on Jan. 11. By invitation only. Publicity: Leon Klinger, LA. 4-6352.	NATIONAL ASS'N OF HOUSE DRESS MFRS.	WALDORF-ASTORIA GRAND BALLROOM
Thursday Jan 14 10:30 A.M.	PREVIEW OF SPRING HAT COLLECTION Millinery fashions for Spring will be presented by Mr. John P. John to the N.Y. press and buyers. <u>Showing for visiting editors at 5:30 P.M.</u> By invitation only. Contact: Peter Brandon, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Thursday Jan. 14 4:00 P.M.-- 6:30 P.M.	SPRING PREVIEW OF PANTIE GIRDLES Guild Foundations will present the Spring collection, featuring "Phantoms Pantie Girdle Parade." By invitation only. Contact: Guild Foundations, 20 West 33rd Street, LA. 4-5519.	GUILD FOUNDATIONS (20 WEST 33RD STREET)	HAMPSHIRE HOUSE THE COTTAGE
Beginning Monday Jan. 25- Jan. 27	SPRING OPENINGS OF LONDON COUTURE Showings by Hardy Amies, John Cavanagh, Charles Creed, Norman Hartnell, Mattli, Digby Morton, Peter Russell, Michael Sherard, Victor Stiebel, Worth. Contact: Lilian Hyder, 36 Bruton Place, London, W-1, England.	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	36 BRUTON PLACE LONDON W-1, ENGLAND
Wednesday Jan. 27 12:30 P.M. Luncheon	"ROUND THE WORLD FASHIONS" AT LUNCHEON B.O.A.C. (British Overseas Airways Corp.) will present "Round The World Fashions", available at Lord & Taylor, during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000. B.O.A.C. Publicity: Ouida Wagner at B.O.A.C., 342 Madison Ave., MU. 7-8900, Ext. 160.	BRITISH OVERSEAS AIRWAYS CORP.	HOTEL PIERRE COTILLION ROOM
Beginning Monday Feb. 1	SCHEDULE OF PARIS COUTURE OPENINGS <u>Feb. 1:</u> Jean Patou, morning; Heim, afternoon; Desses, evening. <u>Feb. 2:</u> Griffe, late afternoon; Ricci, evening. <u>Feb. 3:</u> Dior, morning for press, 5:30 P.M. for buyers; Fath, 2:30 P.M. for press, evening for buyers; Balenciaga, late afternoon for press; Hubert de Givenchy, evening for press. <u>Feb. 4:</u> De Givenchy, morning for buyers; Balenciaga, for retailers; Gres, 5:30 P.M.; Maggy Rouff, evening. <u>Feb. 5:</u> Balenciaga, for manufacturers. Still Unscheduled: Balmain, Lanvin, DeRauch, Paquin, Schiaparelli, others. Contact: Chambre Syndicale, 102 Rue du Faubourg, St.-Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
Tuesday Feb. 2 12:15 P.M. Luncheon	MARCH OF DIMES FASHION SHOW Tenth Annual "March of Dimes" Fashion Show presented for the benefit of The National Foundation For Infantile Paralysis, with fashions from the New York Dress Institute Couture Group. Price: \$35.00; \$50.00; \$75.00. Contact: Elaine Whitelaw, National Foundation, 120 Broadway, BE. 3-0500. Fashion Publicity: Eleanor Lambert, MU. 8-2130.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM



MOVIES...MUSIC...THEATRE...OPERA

- Week Of Nov. 30  
THIRD WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY  
Mon., Nov. 30: Puccini's LA BOHEME. Wed., Dec. 2: Verdi's IL TROVATORE.  
Thurs., Dec. 3: Mozart's LE NOZZE DI FIGARO. Fri., Dec. 4: Verdi's LA  
FORZA DEL DESTINO. Sat., Mat., Dec. 5: Gounod's FAUST. Sat., Eve., Dec. 5:  
Verdi's LA TRAVIATA. Sun., Dec. 6: Verdi's RIGOLETTO. Publicity:  
Margaret Carson, PE. 6-1200.
- Tuesday Dec. 1  
OPENING: "MADAM, WILL YOU WALK" PHOENIX THEATRE, 2ND AVE. & 12TH ST.  
Limited four-week engagement of Sidney Howard's comedy, starring Jessica  
Tandy and Hume Cronyn. Staged by Hume Cronyn and Norman Lloyd. Settings:  
Donald Oenslager. Choreography: Anna Sokolow. Costumes: Alvin Colt.  
Publicity: Sol Jacobson, CH. 4-1482.
- Thursday Dec. 3  
PREMIERE: "EASY TO LOVE" (Movie) MUSIC HALL, 6TH AVE. & 50TH ST.  
MGM Technicolor musical production filmed in Florida, about a water skier  
at Cypress Gardens, starring Esther Williams, Van Johnson, Tony Martin.  
Producer: Joe Pasternak. Director: Charles Walters. Costumes: Helen Rose.  
MGM Publicity: Herbert Crooker or Frances Lane, JU. 2-2000. On Stage:  
Annual Yuletide Pageant, "The Nativity", and gala holiday revue, "Christmas,  
U.S.A.". Music Hall Publicity: Fred Lynch, CI. 6-4600.
- Thursday Dec. 3  
OPENING: "KISMET" ZIEGFELD THEATRE, 6TH AVE. & 54TH ST.  
Charles Lederer presents Edwin Lester's production of a musical Arabian  
Night with book by Charles Lederer and Luther Davis; music and lyrics by  
Robert Wright and George Forrest. Starring Alfred Drake with Doretta  
Morrow, Richard Kiley. Dances: Jack Cole. Settings & costumes: Lemuel  
Ayers. Lighting: Peggy Clark. Publ.: Barry Hyams, CO. 5-4784.
- Beginning Wednesday Dec. 9-  
Dec. 20  
OPENING: "RICHARD III" CITY CENTER, 131 WEST 55TH STREET  
The third in the N.Y. City Center's drama series, starring Jose Ferrer in  
Shakespeare's historical tragedy, "Richard III", co-starring Vincent Price  
with Florence Reed, Maureen Stapleton, Jessie Royce Landis as "The 3  
Queens". Director: Margaret Webster. Production designed by Richard  
Whorf. Costumes supervised by Emeline Roche. Dec. 23-Jan. 3: "Charley's  
Aunt", production designed by Raoul Pene du Bois. Prices: \$1.20-\$3.60.  
Publicity: Reginald Denenholz, at Jean Dalrymple's office, MU. 8-3847.
- Thursday Dec. 10  
OPENING: "JOHN MURRAY ANDERSON'S ALMANAC" IMPERIAL THEATRE, 247 W. 45 ST.  
Michael Grace, Stanley Gilkey, Harry Rigby present "John Murray Anderson's  
Almanac" with Hermione Gingold, Billy deWolfe, Harry Belafonte, Polly  
Bergen. Staged by John Murray Anderson. Sketches directed by Cyril  
Ritchard. Sets: Thomas Becher. Costumes: Raoul Pene du Bois. Publicity:  
Sol Jacobson, CH. 4-1482.
- Wednesday Dec. 16  
OPENING: "THE PRESCOTT PROPOSALS" BROADHURST THEATRE, 233 WEST 44TH ST.  
Leland Hayward will present Katherine Cornell in a political comedy by  
Howard Lindsay and Russel Crouse. Director: Howard Lindsay. Costumes:  
Mainbocher. Publicity: Leo Freedman, CH. 4-7250.
- Thursday Dec. 17  
OPENING: "OH, MEN! OH, WOMEN!" HENRY MILLER THEATRE, 124 W. 43RD ST.  
Cheryl Crawford, in association with Anderson Lawler, presents Edward  
Chodorov's modern comedy about psychiatry, starring Franchot Tone and  
Betsy von Furstenberg. Director: Edward Chodorov. Sets: William and Jean  
Eckart. Costumes: Paul du Pont. Publicity: Ben Washer, JU. 2-3466.